

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: IIJIMA, AkioApplication No./Patent No.: 10/699,498 Filed/Issue Date: October 31, 2003Entitled: **SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS**

DENTSU INC. , a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

States that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014663, Frame 0967, or for which a copy thereof is attached.

OR :

- B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From:

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Reel _____, Frame _____, or for which a copy thereof is attached. Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

July 1, 2008

Date

Signature

Masahiro OTSUKA

Typed or printed name

Director, Legal Affairs Division

Title

Burden Hour Statement This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.